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Date: February 15, 2010 Name: Vincent J. Gnoffo, Reg. No. 44,714 Signature: 

Our Case No.12729/11

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
David Shen, et al. )  
Serial No.: 10/633,168 ) Examiner: Donald Champagne  
Filing Date: August 1, 2003 ) Group Art Unit No.: 3688  
For: METHOD AND APPARATUS FOR ) Confirmation No.: 4598  
ASSESSMENT OF )  
EFFECTIVENESS OF )  
ADVERTISEMENTS ON AN )  
INTERNET HUB NETWORK )

## **AMENDMENT D**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In reply to the Office Action dated October 27, 2009, Applicants respectfully request that the following amendments be entered and the remarks considered.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 10.